

B/15/2006

PTO/SB/08a/b (08-03)

Approved for use through 07/31/2006. OMB 0651-0031

U.S. Patent and Trademark Office; U.S. DEPARTMENT OF COMMERCE

Under the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it contains a valid OMB control number.

Substitute for form 1449A/B/PTO				Complete If Known	
				Application Number	Not Yet Assigned
				Filing Date	Concurrently Herewith
				First Named Inventor	Lester Chu
				Art Unit	N/A
				Examiner Name	Not Yet Assigned
Sheet	1	of	3	Attorney Docket Number 03-8018CIP1	

U.S. PATENT DOCUMENTS					
Examiner Initials*	Cite No. ¹	Document Number Number-Kind Code ² (if known)	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
NR	AA	US-4,532,554	07/1985	Skala	
NR	AB	US-4,546,382	10/1985	McKenna et al.	
NR	AC	US-4,602,279	07/1986	Freeman	
NR	AD	US-4,789,235	12/1988	Borah	
NR	AE	US-4,850,007	07/1989	Marino et al.	
NR	AF	US-4,992,940	02/1991	Dworkin	
NR	AG	US-5,144,663	09/1992	Kudelski et al.	
NR	AH	US-5,155,591	10/1992	Wachob	
NR	AI	US-5,162,989	11/1992	Matsuda	
NR	AJ	US-5,187,735	02/1993	Herrero et al.	
NR	AK	US-5,220,501	06/1993	Lawlor et al.	
NR	AL	US-5,231,494	07/1993	Wachob	
NR	AM	US-5,237,157	08/1993	Kaplan	
NR	AN	US-5,267,171	11/1993	Suzuki et al.	
NR	AO	US-5,283,731	02/1994	Lalonde et al.	
NR	AP	US-5,305,195	04/1994	5,305,195 Murphy	
NR	AQ	US-5,319,455	06/1994	Hoarty et al.	
NR	AR	US-5,339,239	08/1994	Manabe et al.	
NR	AS	US-5,347,632	09/1994	Filepp	
NR	AT	US-5,359,508	10/1994	Rossides	
NR	AU	US-5,408,417	04/1995	Wilder	
NR	AV	US-5,410,344	04/1995	Graves et al.	
NR	AW	US-5,446,919	08/1995	Wilkins	
NR	AX	US-5,479,491	12/1995	Herrero Gracia et al.	
NR	AY	US-5,502,636	03/1996	Clarke	
NR	AZ	US-5,515,098	05/1996	Carles	
NR	AA1	US-5,532,735	07/1996	Blabut et al.	
NR	AB1	US-5,636,346	06/1997	Saxe	
NR	AC1	US-5,659,732	08/1997	Kirsch	
NR	AD1	US-5,704,560	01/1998	Del Monte	
NR	AE1	US-5,717,923	02/1998	Dedrick	
NR	AF1	US-5,724,424	03/1998	Gifford	
NR	AG1	US-5,724,521	03/1998	Dedrick	
NR	AH1	US-5,724,524	03/1998	Hunt et al.	
NR	AI1	US-5,727,129	03/1998	Barrett et al.	
NR	AJ1	US-5,740,549	04/1998	Reilly	
NR	AK1	US-5,748,954	05/1998	Mauldin	
NR	AL1	US-5,752,238	05/1998	Dedrick	
NR	AM1	US-5,758,257	05/1998	Herz et al.	
NR	AN1	US-5,758,328	05/1998	Giovannoli	
NR	AO1	US-5,768,521	06/1998	Dedrick	
NR	AP1	US-5,774,170	06/1998	Hite et al.	
NR	AQ1	US-5,774,868	06/1998	Cragun et al.	
NR	AR1	US-5,781,632	07/1998	Odom	
NR	AS1	US-5,781,894	07/1998	Petrecca et al.	
NR	AT1	US-5,794,210	08/1998	Goldhaber et al.	

Examiner Signature	/Nicholas Rosen/	Date Considered	11/04/2006
--------------------	------------------	-----------------	------------

Under the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it contains a valid OMB control number.

Substitute for form 1449A/B/PTO					<i>Complete if Known</i>	
					Application Number	Not Yet Assigned
					Filing Date	Concurrently Herewith
					First Named Inventor	Lester Chu
					Art Unit	N/A
					Examiner Name	Not Yet Assigned
Sheet	2	of	3		Attorney Docket Number	03-8018CIP1

NR	AU1	US-5,826,241	10/1998	Stein	
NR	AV1	US-5,835,896	11/1998	Fisher et al.	
NR	AW1	US-5,848,397	12/1998	Marsh et al.	
NR	AX1	US-5,848,407	12/1998	Ishikawa et al.	
NR	AY1	US-5,852,820	12/1998	Burrows	
NR	AZ1	US-5,855,008	12/1998	Goldhaber et al.	
NR	AA2	US-5,864,845	01/1999	Voorhees et al.	
NR	AB2	US-5,864,846	01/1999	Voorhees et al.	
NR	AC2	US-5,903,882	05/1999	Asay et al.	
NR	AD2	US-5,905,975	05/1999	Ausubel	
NR	AE2	US-5,915,243	06/1999	Smolen	
NR	AF2	US-5,918,014	06/1999	Robinson	
NR	AG2	US-5,920,854	07/1999	Kirsch et al.	
NR	AH2	US-5,920,859	07/1999	Li	
NR	AI2	US-5,933,811	08/1999	Angles et al.	
NR	AJ2	US-5,948,061	09/1999	Merriman et al.	
NR	AK2	US-5,974,398	10/1999	Hanson et al.	
NR	AL2	US-5,991,735	11/1999	Gerace	
NR	AM2	US-6,006,257	12/1999	Slezak	
NR	AN2	US-6,009,410	12/1999	LeMole et al.	
NR	AO2	US-6,023,686	02/2000	Brown	
NR	AP2	US-6,026,369	02/2000	Capek	
NR	AQ2	US-6,055,510	04/2000	Henrik et al.	
NR	AR2	US-6,058,379	05/2000	Odom et al.	
NR	AS2	US-6,078,866	06/2000	Buck et al.	
NR	AT2	US-6,161,099	12/2000	Harrington et al.	
NR	AU2	US-6,253,189	06/2001	Feezell et al.	
NR	AV2	US-6,269,361	07/2001	Davis et al.	
NR	AW2	US-6,324,519	11/2001	Eldering	

FOREIGN PATENT DOCUMENTS					
Examiner Initials*	Cite No. ¹	Foreign Patent Document	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
		Country Code ² -Number ⁴ -Kind Code ⁵ (if known)			
NR	BA	-WO 97/17774	05/1997	Seiko Communications Systems, Inc.	
NR	BB	-WO 98/28906	07/1998	Princeton Video Image, Inc.	
NR	BC	-WO 98/34189	08/1998	Flycast Communications Corp.	
NR	BD	-WO 99/20486	04/1999	K. W. Muth Company, Inc.	
NR	BE	-WO 99/48028	09/1999	GLOBALBRAIN.NET Inc.	
NR	BF	-WO 00/41090	01/2000	Maxxygen, Inc.	
NR	BG	-WO 00/16218	03/2000	Searchup, Inc.	

*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant. ¹ Applicant's unique citation designation number (optional). ² See Kinds Codes of USPTO Patent Documents at www.uspto.gov or MPEP 901.04. ³ Enter Office that issued the document, by the two-letter code (WIPO Standard ST.3). ⁴ For Japanese patent documents, the indication of the year of the reign of the Emperor must precede the serial number of the patent document. ⁵ Kind of document by the appropriate symbols as indicated on the document under WIPO Standard ST.16 if possible. ⁶ Applicant is to place a check mark here if English language Translation is attached.

Examiner Signature	/Nicholas Rosen/	Date Considered	11/04/2006
--------------------	------------------	-----------------	------------

Under the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it contains a valid OMB control number.

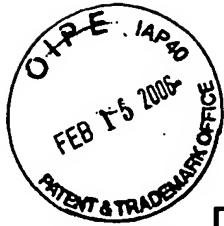
Substitute for form 1449A/B/PTO				<i>Complete if Known</i>	
				Application Number	Not Yet Assigned
				Filing Date	Concurrently Herewith
				First Named Inventor	Lester Chu
				Art Unit	N/A
				Examiner Name	Not Yet Assigned
Sheet	3	of	3	Attorney Docket Number	03-8018CIP1

NON PATENT LITERATURE DOCUMENTS					
Examiner Initials	Cite No. ¹	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published.			
NR	CA	Pelline, "New search engine goes commercial" from http://news.cnet.com/news/0,10000,0-1005-200-326672,00.html ; February 18, 1998.			
NR	CB	Haar, "Service To Let Ad Bids Dictate Search Rankings" from Tech InfoBase, February 23, 1998.			
NR	CC	McKenna, "New Search Engines GoTo Charges For Hits" from Tech InfoBase, February 23, 1998.			
NR	CD	Rich, "New Search Engine Allows Sites to Pay Their Way to Top" from http://www.adweek.com , February 23, 1998.			
NR	CE	Mardesh, "Search engine charges hit sites" from San Jose Mercury News, February 21, 1998.			
NR	CF	Swartz, "Browser Only Lists Paying Web Sites" from San Francisco Chronical, February 21, 1998.			
NR	CG	Riedman, "Seach engine startup to auction listings" from Advertising Age, February 23, 1998.			
NR	CH	"Lycos Adds New Features, Reorganizes Suggested Links" from http://www.searchenginewatch.com/sereport/98/01-lycos.html , January 9, 1998.			
NR	CI	"Lycos Adds Predetermined Listings" from http://www.searchenginewatch.com/sereport/97/12-lycos.html , December 4, 1997.			
NR	CJ	Pontin, "Gross Idea" from http://www.herring.com/story_redirect.asp?layout=story_generic&doc_id=RH640016664&ch.... , August 6, 2001.			
NR	CK	Yahoo.com (as archived on archive.org).			
NR	CL	Google.com (as archived on archive.org).			
NR	CM	Superpages.com (as archived on archive.org).			
NR	CN	Findwhat.com (as archived on archive.org).			
NR	CO	Looksmart.com (as archived on archive.org).			
NR	CP	MSN.com (as archived on archive.org).			
NR	CQ	Dogpile.com (as archived on archive.org).			
NR	CR	WebCrawler.com (as archived on archive.org).			
NR	CS	Internet Discussion Group, August 7, 2001.			
NR	CT	Internet Discussion Group, August 7, 2001.			
NR	CU	metacrawler.com (as archived on archive.org).			
NR	CV	BellSouth RealPages.com (as archived on archive.org).			
NR	CW	SmartPages.com (as archived on archive.org).			
NR	CX	qwestdex.com (as archived on archive.org).			
NR	CY	business.com (as archived on archive.org).			
NR	CZ	Shopping.com (as archived on archive.org).			
NR	CA1	Citysearch.com (as archived on archive.org).			

¹EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

²Applicant's unique citation designation number (optional). ³Applicant is to place a check mark here if English language Translation is attached.

Examiner Signature	/Nicholas Rosen/	Date Considered	11/04/2006
--------------------	------------------	-----------------	------------



PTO/SB/08a/b (07-05)

Approved for use through 07/31/2006. OMB 0651-0031
U.S. Patent and Trademark Office; U.S. DEPARTMENT OF COMMERCE

Under the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it contains a valid OMB control number.

Substitute for form 1449A/B/PTO				<i>Complete If Known</i>	
				Application Number	10/800,444-Conf. #1779
				Filing Date	March 15, 2004
				First Named Inventor	Lester K. Chu
				Art Unit	N/A
				Examiner Name	Not Yet Assigned
Sheet	1	of	1	Attorney Docket Number	03-8018CIP1

U.S. PATENT DOCUMENTS					
Examiner Initials*	Cite No. ¹	Document Number Number-Kind Code ² (if known)	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
NR	AA*	US-2005/0246332	11-03-2005	Wang, Xuejun	
NR	AB*	US-2005/0004835	01-06-2005	Roslansky, Ryan	

FOREIGN PATENT DOCUMENTS					
Examiner Initials*	Cite No. ¹	Foreign Patent Document Country Code ³ -Number ⁴ -Kind Code ⁵ (if known)	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
					T ⁶

*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant. * CITE NO.: Those application(s) which are marked with an single asterisk (*) next to the Cite No. are not supplied (under 37 CFR 1.98(a)(2)(iii)) because that application was filed after June 30, 2003 or is available in the IFW. ¹ Applicant's unique citation designation number (optional). ² See Kinds Codes of USPTO Patent Documents at www.uspto.gov or MPEP 901.04. ³ Enter Office that issued the document, by the two-letter code (WIPO Standard ST.3). ⁴ For Japanese patent documents, the indication of the year of the reign of the Emperor must precede the serial number of the patent document. ⁵ Kind of document by the appropriate symbols as indicated on the document under WIPO Standard ST.16 if possible. ⁶ Applicant is to place a check mark here if English language Translation is attached.

NON PATENT LITERATURE DOCUMENTS					
Examiner Initials	Cite No. ¹	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published.			T ⁶

*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

¹Applicant's unique citation designation number (optional). ⁶Applicant is to place a check mark here if English language Translation is attached.

Examiner Signature	/Nicholas Rosen/	Date Considered	11/04/2006
--------------------	------------------	-----------------	------------



Substitute for form 1449A/B/PTO

INFORMATION DISCLOSURE STATEMENT BY APPLICANT

(Use as many sheets as necessary)

Sheet

1

of

<i>Complete if Known</i>	
Application Number	10/800,444-Conf. #1779
Filing Date	March 15, 2004
First Named Inventor	Lester K. Chu
Art Unit	2125
Examiner Name	Not Yet Assigned
Attorney Docket Number	03-8018 CIP1

U.S. PATENT DOCUMENTS

Examiner Initials*	Cite No. ¹	Document Number	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
		Number-Kind Code ² (<i>if known</i>)			
NR	AA*	US-5,930,474	07/1999	Dunworth et al.	
NR	AB*	US-6,360,222	03/2002	Quinn, John D.	
NR	AC*	US-6,498,843	12/2002	Getchius et al.	
NR	AD*	US-6,564,208	05/2003	Littlefield et al.	
NR	AE*	US-6,560,620	05/2003	Ching, Philip Waisin	
NR	AF*	US-6,826,559	11/2004	Ponte, Jay	
NR	AG*	US-2001/0047354	11/2001	Davis et al.	
NR	AH*	US-2003/0078991	04/2003	Harris, Scott C.	
NR	AI*	US-2003/0101126	05/2003	Cheung et al.	
NR	AJ*	US-2003/0177076	09/2003	Might et al.	
NR	AK*	US-2003/0177111	09/2003	Egendorf et al.	
NR	AL*	US-2003/0220918	11/2003	Roy et al.	
NR	AM*	US-2004/0006478	01/2004	Alpdemir et al.	
NR	AN*	US-2004/0023644	02/2004	Montemer, William A.	
NR	AO*	US-2004/0167845	08/2004	Corn et al.	
NR	AP*	US-2004/0260604	12/2004	Bedingfield, James C. SR	
NR	AQ*	US-2005/0015307	01/2005	Simpson et al.	
NR	AR*	US-2005/0021596	01/2005	Do, Dung A.	

FOREIGN PATENT DOCUMENTS

Examiner Initials*	Cite No. ¹	Foreign Patent Document	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear	T ³
		Country Code ² -Number ³ -Kind Code ³ (<i>if known</i>)				
NR	BA	-WO 00/04190	01/2000	Maxygen, Inc.		
NR	BB	JP-2003-233684	08/2003	Cheung et al.		

*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant. * CITE NO.: Those application(s) which are marked with an single asterisk (*) next to the Cite No. are not supplied (under 37 CFR 1.98(a)(2)(iii)) because that application was filed after June 30, 2003 or is available in the IFW. ¹ Applicant's unique citation designation number (optional). ² See Kinds Codes of USPTO Patent Documents at www.uspto.gov or MPEP 901.04. ³ Enter Office that issued the document, by the two-letter code (WIPO Standard ST.3). ⁴ For Japanese patent documents, the indication of the year of the reign of the Emperor must precede the serial number of the patent document. ⁵ Kind of document by the appropriate symbols as indicated on the document under WIPO Standard ST.16 if possible. ⁶ Applicant is to place a check mark here if English language Translation is attached.

NON PATENT LITERATURE DOCUMENTS

Examiner Initials	Cite No. ¹	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published.	T ²
NR	CA	BizRate.com (as archived on archive.org).	
NR	CB	Kuchinskas, S., "Attention, please," Brandwek, Vol. 41, No. 3, pp 56-60, January 17, 2000	
NR	CC	Anon., "Digest (News Briefs)," New Media Age, 4, March 16, 2000	
NR	CD	Webb, C.L., "Search Engine Resurgence," WashingtonPost.com, February 19, 2003.	
NR	CE	Maddox, K., "Slicing up IT Niches," BtoB, Vol. 88, No. 6, p. 20, June 9, 2003.	

*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

¹Applicant's unique citation designation number (optional). ²Applicant is to place a check mark here if English language Translation is attached.

Examiner Signature	/Nicholas Rosen/	Date Considered	11/04/2006
--------------------	------------------	-----------------	------------